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## COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

SIXTH FLOOR,  
PRUDENTIAL BUILDING,  
195 NORTH TERRACE,  
ADELAIDE

### WINE AND SPIRITS

SOUTH AUSTRALIA  
AND AUSTRALIA

1964-65

#### SCOPE

This bulletin contains details for South Australia of the commercial production and distribution of wine and spirits and stocks of wine and spirits held by manufacturers and wholesalers, and for Australia of the production of selected wine and spirits. For the first time details of the area of vines and yields of vine products have been included in the bulletin in Tables 11 to 13.

#### PRODUCTION:

SOUTH  
AUSTRALIA

The total quantity of wine made in South Australia in 1964-65 was 28,021,700 gallons, approximately 920,000 gallons more than in 1963-64 (27,101,600 gallons) but less than the 1961-62 record production of 30,830,800 gallons. In general, production of spirits also increased e.g. 2,151,300 proof gallons of grape spirit (compared with 2,129,700 proof gallons in 1963-64) & 1,183,300 proof gallons of brandy (1,052,900 in 1963-64) but production of whisky decreased to 91,600 proof gallons, the lowest for six years.

Wineries and distilleries processed 158,340 tons of fresh grapes in 1964-65 compared with 148,828 tons in 1963-64. (A record 179,009 tons was processed in 1961-62).

#### PRODUCTION: AUSTRALIA

The quantity of beverage wine made in Australia in 1964-65 was a record 19,874,000 gallons, approximately 1,146,000 gallons more than the previous record of 18,727,700 gallons produced in 1963-64. In 1964-65 production of grape spirit (3,092,400 proof gallons) and brandy (1,400,100 proof gallons) showed an increase of approximately 2 per cent and 15 per cent respectively over 1963-64 production.

#### WHOLESALE SALES: SOUTH AUSTRALIA

Wholesale sales of wine in South Australia increased from 2,550,400 gallons in 1963-64 to 2,610,400 gallons in 1964-65. Sales of dessert wine increased by 13,500 gallons to 773,900 gallons; an increase of 22,600 gallons in sweet red varieties being offset by a decrease of 9,100 gallons in sweet white wine. Table wine sales increased by 40,000 gallons in 1964-65 to 1,024,000 gallons despite a small decrease in the dry red varieties.

Increases in the sales of spirits were recorded in all classes of spirit, the major sellers, brandy and whisky, increasing by 14,900 proof gallons and 19,600 proof gallons respectively.

The figures quoted cannot be taken as an indication of actual consumption of wine and spirits in South Australia as they include sales to interstate retailers and consumers and exclude direct purchases from other States by South Australian retailers and consumers.

#### EXPORTS: SOUTH AUSTRALIA

Exports of wine from South Australia continued to increase in 1964-65, rising to 9,095,400 gallons compared with 8,212,200 gallons in 1963-64. Interstate exports increased by 437,800 gallons to 7,213,100 gallons and direct oversea exports by 445,400 gallons to 1,882,300 gallons.

AND SOUTH AUSTRALIA

STOCKS:SOUTH  
AUSTRALIA

Wine stocks held by winemakers and wholesalers rose to a record level of 31,088,800 gallons at 30th June 1965. This was 1,247,900 gallons more than at 30th June 1964 and 859,600 gallons higher than the previous record holding of 30,229,200 gallons at 30th June 1962. Stocks of sherry increased by 1,565,000 gallons to 6,380,700 gallons and dessert wine decreased by 1,700,100 gallons to 13,940,100 gallons.

Most of this variation was due to a more uniform classification which resulted from stockholders who had previously included sweet sherry in dessert wine now showing this type of wine under the heading of sherry.

TABLE 1 - WINE AND SPIRITS PRODUCTION, SOUTH AUSTRALIA

Type	1960-61	1961-62	1962-63	1963-64	1964-65
'000 Gallons					
Wine -					
Beverage -					
Fortified	6,917.2	8,011.3	5,568.7	7,305.5	7,522.7
Unfortified	3,543.2	4,686.3	3,841.4	5,199.9	6,018.0
Total	10,460.4	12,697.6	9,410.1	12,505.4	13,540.7
Distillation (a)	15,519.6	19,299.4	12,102.3	15,456.6	15,441.9
Gross total	25,980.0	31,997.0	21,512.4	27,962.0	28,982.6
Net total (b)	25,060.8	30,830.8	20,784.8	27,101.6	28,021.7
'000 Proof Gallons					
Spirits -					
Brandy	1,044.3	1,042.6	994.4	1,052.9	1,183.3
Whisky	105.0	138.2	95.2	105.9	91.6
Gin & schnapps	17.9	16.7	14.7	12.0	12.1
Liqueurs (c)	11.2	7.9	11.2	9.8	13.5
Grape spirit	2,138.3	2,948.6	1,759.3	2,129.7	2,151.3
All other	51.4	47.7	30.3	46.7	52.0
Total	3,368.1	4,201.7	2,905.1	3,357.0	3,503.8

(a) Used for manufacturing brandy, grape spirit, etc.

(b) Excludes grape spirit added.

(c) Includes flavoured spirituous liquors.

TABLE 2 - BEVERAGE WINE PRODUCTION, SOUTH AUSTRALIA

Type	1963-64		1964-65	
	In Bond	Out of Bond	In Bond	Out of Bond
'000 Gallons				
Fortified -				
Dry white	723.1	158.3	1,088.3	105.7
Sweet white	4,452.4	37.6	4,731.8	63.1
Sweet red	1,924.1	10.0	1,531.5	2.3
Unfortified -				
Red	-	2,408.5	-	2,695.8
White (incl. sauterne)	-	2,791.4	-	3,322.2
Total	7,099.6	5,405.8	7,351.6	6,189.1

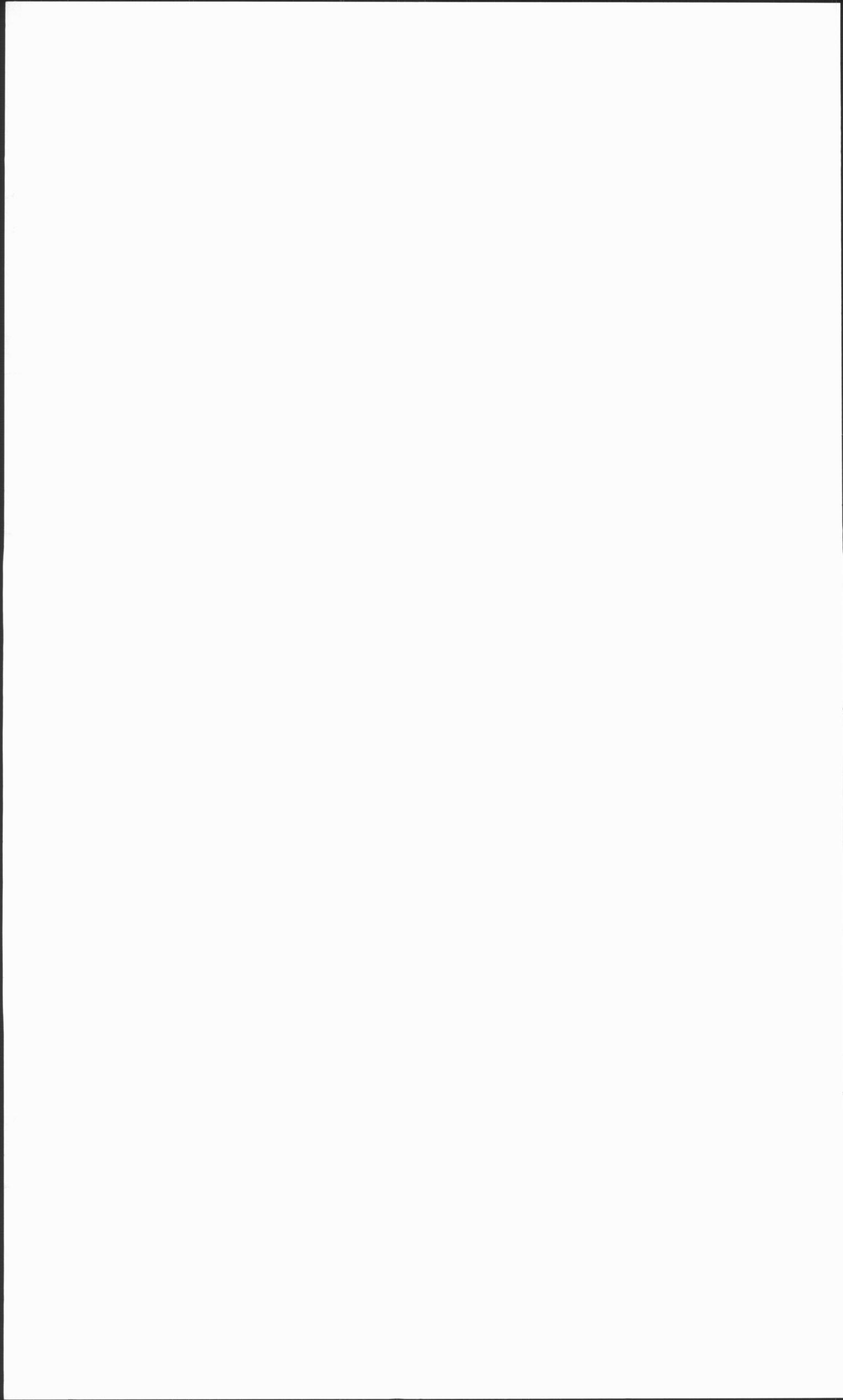


TABLE 3 - WINE AND SPIRIT PRODUCTION, AUSTRALIA

Type	1960-61	1961-62	1962-63	1963-64	1964-65 (a)
'000 Gallons					
Wine -					
Beverage -					
Fortified	9,886.8	11,095.7	8,773.0	10,830.3	11,152.1
Unfortified	5,843.1	7,012.5	6,170.2	7,897.4	8,721.9
Total	15,729.9	18,108.2	14,943.2	18,727.7	19,874.0
'000 Proof Gallons					
Spirits -					
Grape spirit	2,895.4	4,112.4	2,683.0	3,032.0	3,092.4
Brandy	1,167.0	1,177.9	1,129.0	1,220.0	1,400.1

(a) Preliminary

Tables 4 and 5 show sales of wine and spirits by wholesalers and wine-makers in their operations in South Australia. It includes sales (both local and interstate) from stocks held in South Australian wineries, depots, bulk stores, etc., but excludes oversea exports, purchases for ships' stores, and sales to merchants and wine-makers for re-sale. The figures should not be regarded as showing actual consumption in South Australia, because they include sales to retailers and consumers in other States and exclude purchases from other States by South Australian retailers and consumers.

TABLE 4 - WINE : WHOLESALE SALES (a), SOUTH AUSTRALIA

Type	1960-61	1961-62	1962-63	1963-64	1964-65
'000 Gallons					
Wine -					
Sherry - Dry	106.9	101.4	119.5	133.3	137.2
Sweet	675.5	661.2	656.5	627.5	624.6
Dessert wine -					
Sweet white (b)	271.9	256.7	226.5	205.6	196.5
Sweet red (c)	523.9	491.8	512.2	554.8	577.4
Table wine -					
Dry white	148.7	164.8	194.9	254.4	263.0
Dry red	324.6	302.8	300.7	449.2	443.0
Other (d)	164.4	180.7	256.5	280.4	318.0
Wine cocktails, etc. (e)	20.5	22.7	20.4	19.1	23.4
Vermouth	26.5	22.8	23.6	26.1	27.3
Total	2,262.9	2,204.9	2,310.8	2,550.4	2,610.4

(a) Includes sales of imported wine.  
 (b) Includes white muscat, madeira, tokay, marsala, etc.  
 (c) Includes frontignac and brown muscat.  
 (d) Includes sparkling wine.  
 (e) Includes aperitif wine and tonic wine.

TABLE 5 - SPIRITS : WHOLESALE SALES (a), SOUTH AUSTRALIA

Type	1960-61	1961-62	1962-63	1963-64	1964-65
'000 Proof Gallons					
Brandy	136.6	126.7	136.9	155.6	170.5
Gin				29.3	32.2
Liqueurs				13.6	16.1
Rum		Not Collected		(b) 9.2	17.7
Vodka				(b) 10.5	17.5
Whisky				104.0	123.6
Total				(b) 322.2	377.6

(a) Includes sales of imported spirits.  
 (b) Sales of imported rum and vodka are excluded; details are not available for publication.

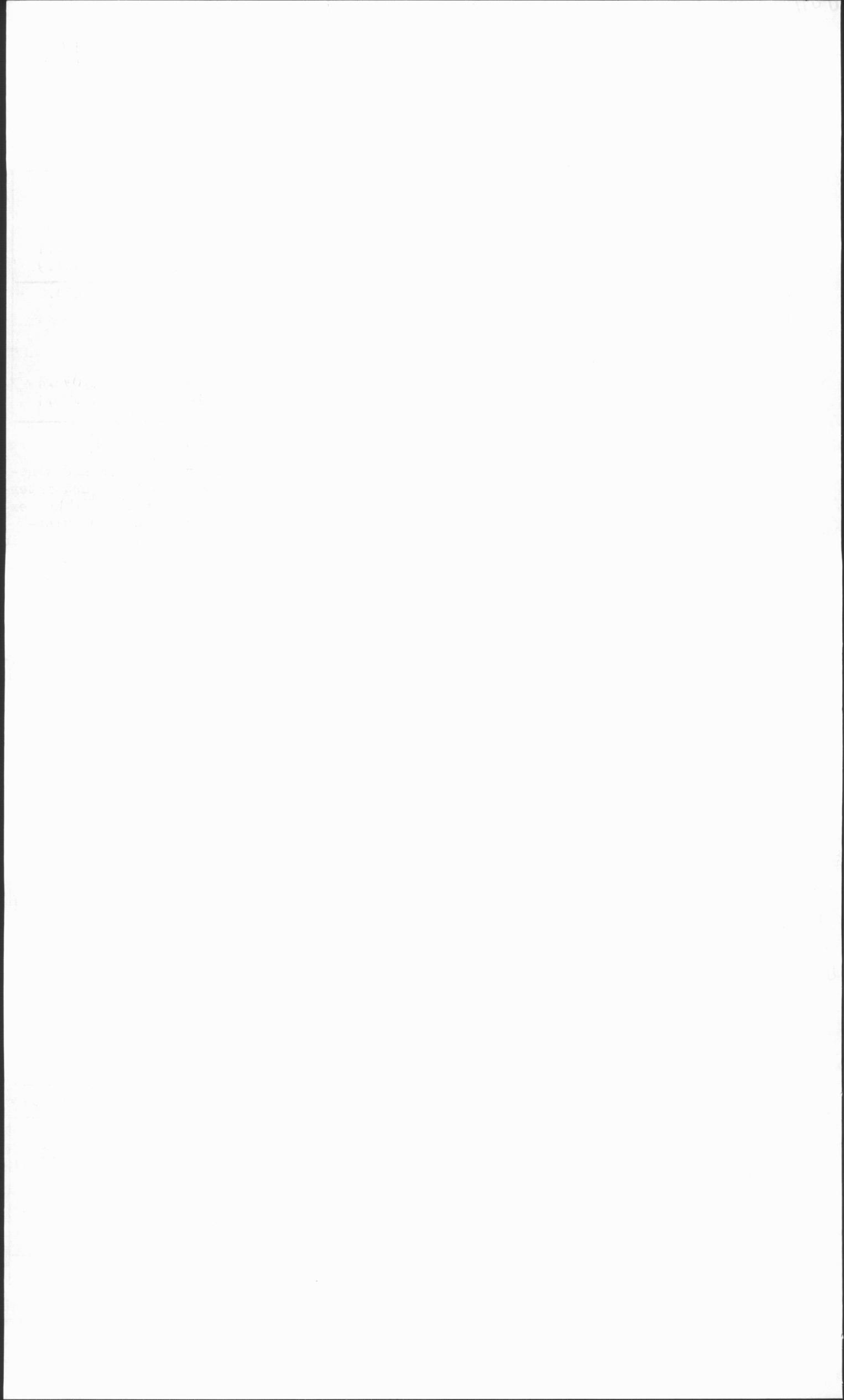


TABLE 6 - RETAIL SALES OF BEER, WINE, & SPIRITS, SOUTH AUSTRALIA

These figures include sales from fixed premises at which goods are normally sold by retail to the general public but exclude sales from licensed clubs, etc.

Quarter	1960-61	1961-62	1962-63	1963-64	1964-65 (a)
£ Million					
September	4.9	5.2	5.4	5.7	6.3
December	6.1	6.6	7.0	7.5	7.9
March	6.0	6.4	6.7	7.1	7.7
June	5.1	5.5	5.8	6.4	6.7
Total	22.1	23.7	24.9	26.7	28.6

(a) Preliminary.

TABLE 7 - EXPORTS OF WINE AND SPIRITS OVERSEA AND INTERSTATE, SOUTH AUSTRALIA

In this table oversea exports include only those shipped direct from South Australia. Interstate exports of wine include all those sent to other states whether for sale there or for subsequent export overseas. Details of interstate exports of spirits are not collected.

Type	1960-61	1961-62	1962-63	1963-64	1964-65 (a)
'000 Gallons					
Wine - Oversea	1,813.3	1,567.7	1,515.6	1,436.9	1,882.3
Interstate	6,619.1	6,395.3	6,390.0	6,775.3	7,213.1
Total	8,432.4	7,963.0	7,905.6	8,212.2	9,095.4
'000 Proof Gallons					
Spirits - Oversea -					
Brandy	77.8	95.7	99.1	85.8	99.7
Other potable	0.6	0.3	0.8	0.7	0.9

(a) Preliminary.

TABLE 8 - INTERSTATE WINE EXPORTS, SOUTH AUSTRALIA

State to which Exported	Fortified			Unfortified		
	1962-63	1963-64	1964-65	1962-63	1963-64	1964-65
'000 Gallons						
New South Wales	1,467.4	1,586.6	1,611.6	1,087.4	1,117.3	1,454.0
Victoria	1,270.8	1,331.5	1,307.4	865.3	978.4	1,053.4
Queensland	410.8	388.7	395.7	136.8	154.4	168.7
Western Australia	728.1	750.2	734.6	147.2	165.5	188.7
Tasmania	229.5	252.0	239.3	46.7	50.7	59.7
Total	4,106.6	4,309.0	4,288.6	2,283.4	2,466.3	2,924.5

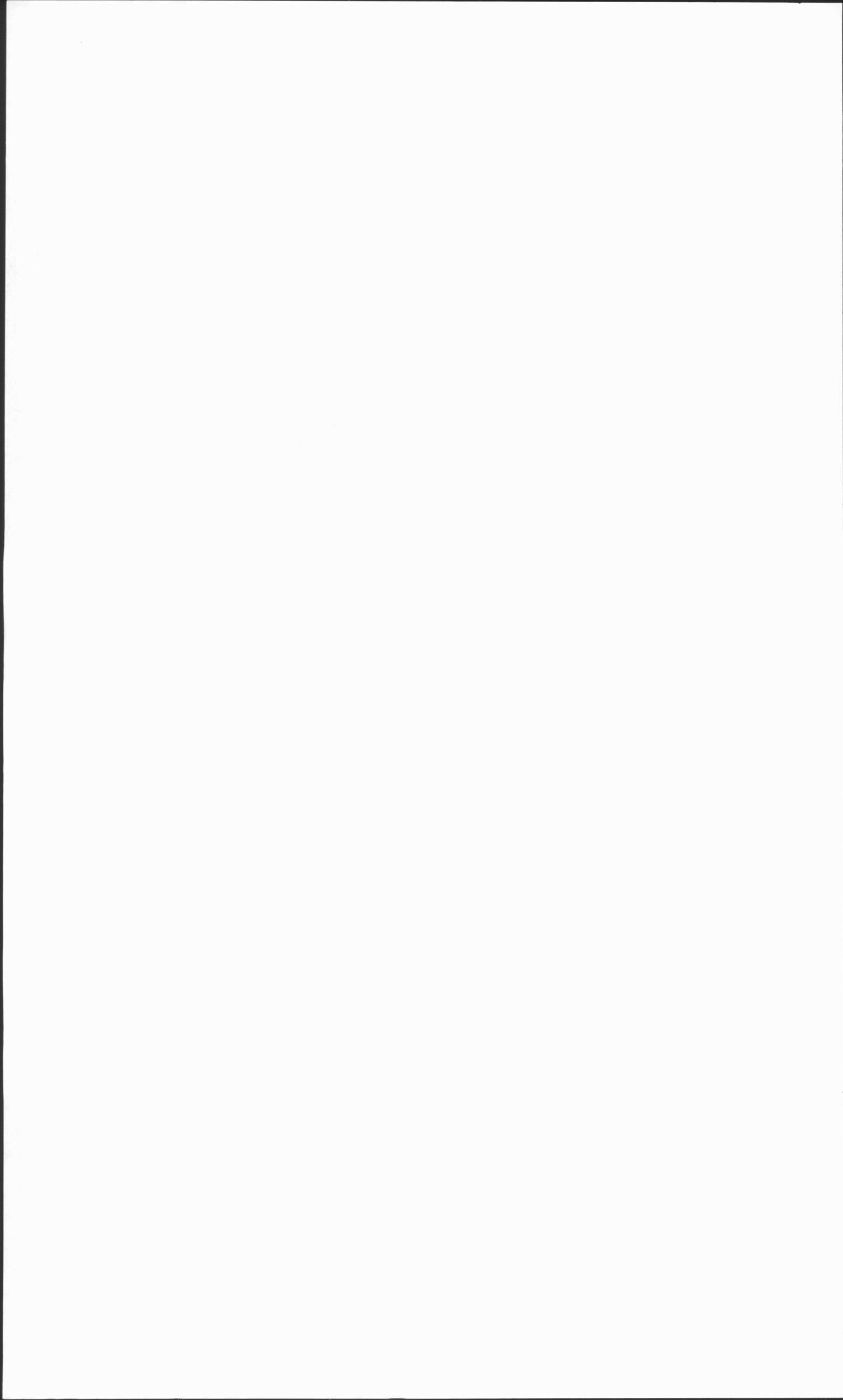


TABLE 9 - STOCKS OF WINE AND BONDED SPIRITS (a) HELD BY WINEMAKERS AND WHOLESALERS,  
SOUTH AUSTRALIA

Type	At 30th June				
	1961	1962	1963	1964	1965
'000 Gallons					
Wine -					
Distillation	1,039.5	1,404.4	860.5	1,458.5	1,873.0
Beverage -					
Duty paid	9,091.1	10,138.2	9,498.4	10,992.1	11,974.3
In bond	17,095.0	18,686.6	17,437.1	17,390.3	17,241.5
Total wine	27,225.6	30,229.2	27,796.0	29,840.9	31,088.8
'000 Proof Gallons					
Spirits (in bond) -					
Brandy	3,624.6	3,754.4	3,835.2	4,004.4	4,162.5
Whisky	535.1	540.6	502.0	475.7	437.0
Gin & schnapps	6.9	7.1	5.5	7.0	6.1
Rum	14.3	14.0	14.2	9.5	13.3
Liqueurs (b)	6.3	8.0	6.6	6.5	6.6
Grape spirit -					
In wine	3,880.5	4,176.4	3,868.2	3,695.4	3,642.5
Not in wine	999.4	1,727.3	1,496.8	1,585.6	1,404.3
Other	7.3	28.9	30.3	26.0	16.1
Total spirits	9,074.4	10,256.7	9,758.8	9,810.1	9,688.4

(a) Includes imported wine and spirits.

(b) Includes flavoured spirituous liquors.

TABLE 10 - WINEMAKERS' AND WHOLESALERS' STOCKS OF WINE AND BRANDY (a) IN AND OUT OF BOND,  
SOUTH AUSTRALIA

Type	30th June 1964		30th June 1965	
	In Bond	Out of Bond	In Bond	Out of Bond
'000 Gallons				
Wine -				
Distillation	273.2	1,185.3	586.9	1,286.1
Sherry	3,047.3	1,768.4	4,571.3	1,809.4
Dessert wine -				
Sweet white (b)	8,310.5	771.9	6,947.5	623.6
Sweet red (c)	5,864.6	693.2	5,624.9	744.1
Table wine -				
Dry white	-	3,197.0	-	3,559.5
Dry red	-	3,848.9	-	4,463.7
Other (d)	n.a.	623.2	56.1	681.4
Wine cocktails etc. (e)	n.a.	10.3	-	24.8
Vermouth	n.a.	(f)134.3	n.a.	(f)109.8
'000 Proof Gallons				
Brandy	4,004.4	12.4	4,162.5	9.7

(a) Includes imported wine and brandy.

(b) Includes white muscat, madeira, tokay, marsala, etc.

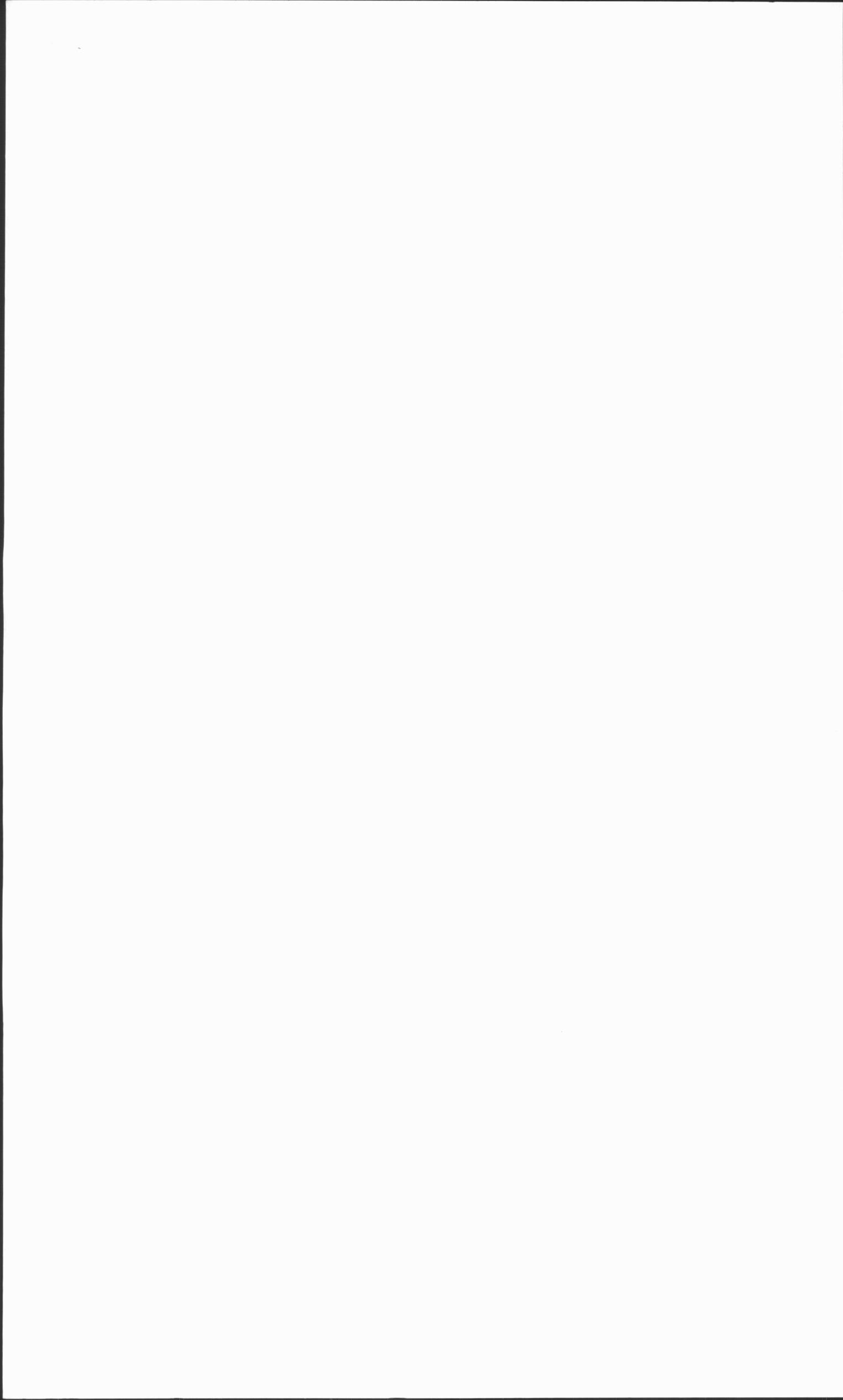
(c) Includes frontignac and brown muscat.

(d) Includes sparkling wine.

(e) Includes aperitif wine and tonic wine.

(f) Includes vermouth in bond.

n.a. Not available.



The following tables show details of area of vineyards, principal varieties of vines, and production of grapes and dried vine fruits in South Australia.

TABLE 11 - VINEYARDS : AREA BEARING AND NOT BEARING, SOUTH AUSTRALIA

Particulars	1962-63		1963-64		1964-65	
	Bearing	Not Bearing	Bearing	Not Bearing	Bearing	Not Bearing
Acres						
<b>Vines -</b>						
Wine grapes	39,764	5,187	40,678	5,212	40,155	5,047
Table grapes	230	57	232	56	207	37
Drying grapes	12,698	330	12,213	288	13,024	387
Total	52,692	5,574	53,123	5,556	53,386	5,471

TABLE 12 - VINEYARDS : PRINCIPAL VARIETIES OF VINES(a), SOUTH AUSTRALIA

Variety	December 1957	December 1961	December 1964 (b)
Acres			
Sultana	10,009	9,223	9,515
Muscat Gordo	6,442	5,963	5,978
Currants	6,207	4,839	4,312
Grenache	9,462	9,131	9,796
Shiraz	5,843	4,976	5,494
Doradillo	4,605	4,191	4,398
Pedro Jiminez	3,398	3,904	4,521
Pedro False			
Semillon			
Rhine Riesling	1,627	1,798	3,085
Clare Riesling			
Mataro	3,901	3,425	3,185
Total (including other)	57,723	53,711	57,736

(a) Compiled by the Phylloxera Board of South Australia.

(b) Increases not necessarily new plantings as considerable areas of previously unregistered vineyard were included at December 1964.

TABLE 13 - VINEYARDS : PRODUCTION OF GRAPES AND DRIED VINE FRUIT, SOUTH AUSTRALIA

Particulars	1960-61	1961-62	1962-63	1963-64	1964-65
Tons					
Grapes -					
For wine	137,694	172,009	116,081	148,828	158,340
For table	1,067	1,037	1,078	969	1,167
For drying	39,529	46,956	47,649	61,922	(a) 72,688
Cwts					
Dried Fruit -					
Currants	90,860	54,840	52,140	90,660	(a) 98,740
Sultanas	115,900	189,020	187,420	244,820	(a) 264,500
Raisins	19,120	24,460	32,720	18,360	(a) 52,120

(a) Preliminary

D. L. J. AITCHISON  
DEPUTY COMMONWEALTH STATISTICIAN

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ADELAIDE S.A.

2nd December 1965

